

REGIONAL PUBLIC EDUCATION CAMPAIGNS for GREEN POWER

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Center for Resource Solutions

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THE CENTER FOR RESOURCE SOLUTIONS

- The Center for Resource Solutions (CRS) is a national non-profit that makes it easier for people and organizations to use renewable energy.
- We design and operate national and international programs that support the increased supply and use of renewable energy resources such as wind, solar, biomass, geothermal and low-impact hydroelectric power.
 - Leading organization on green power certification/accreditation (Green-e)
 - International Programs & Expert Assistance in China, Southern Mexico & Canada
 - Renewable energy partnerships in Public Power (PRP Program)
 - Renewable Energy Marketing Forum (Marketers' Marketers Group)

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CRS's Green-e Program



Green-e is the nation's leading certification program that promotes product quality, consumer confidence and best practices in green power procurement.

Green-e:

- Sets environmental & consumer protection standards for renewable energy and green tags (TRCs) in competitive and monopoly markets.
- Develops criteria for standards through a collaborative process with environmentalists, consumer advocates, utilities and energy experts, and verifies that the standards are maintained over time
- Conducts annual verification audit & compliance review of marketing materials
- Develops regional renewable education campaigns

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EDUCATING THE PUBLIC on GREEN POWER...

- Why is it so important?
- Who's responsible? Who should pay?
- Who benefits?

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EDUCATING THE PUBLIC on GREEN POWER

- Why is it so important?

Knowledge is Power...

- Research shows that consumers know air pollution and global warming are serious problems, but feel powerless to make change.
- Renewable Energy for a Healthier Community:
Educating consumers that “supporting renewable energy is a simple way for people to help improve the air quality and environmental health of their community” is empowering.

Power is Action.

Public education = sales = renewables in the ground

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EDUCATING THE PUBLIC on GREEN POWER

- Why is it so important?

Knowledge is Power

Power is Action

Choice Makes Change.

- Filling the GAP: Studies show that people want improvement! They don't know that their energy use impacts the environment. They are not aware that their choices can make change
- CLOSE THE GAP!

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EDUCATING THE PUBLIC on GREEN POWER

- Who's responsible?

- Marketers
- Generators
- NGO's
- Government Agencies
- Consumers

- Who benefits?

- Marketers
- Generators
- NGO's
- Consumers
- THE ENVIRONMENT

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PUBLIC EDUCATION CAMPAIGNS: What are they?

- Public Education Campaigns
vs. Marketing Campaigns
- National vs. Regional
- Goals vs. Results

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PUBLIC EDUCATION CAMPAIGNS: What do they require?

- Partnership
- Investment
- Planning
- Expertise

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PUBLIC EDUCATION CAMPAIGNS: What do they require?

- Partnership!



- NGO's & environmental advocates



- Providers/Suppliers/Utilities

- Government (GPP)



- Foundations/Sustainable Energy Funds

- Businesses & Community Leaders

- Consumers

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PUBLIC EDUCATION CAMPAIGNS: What do they require?

- **Investment!**



- Marketing & advertising costs can be extensive

- Financial investment on an initial and long-term basis is essential.
- Costs estimates must be realistic. How much does Nike pay for its advertising?

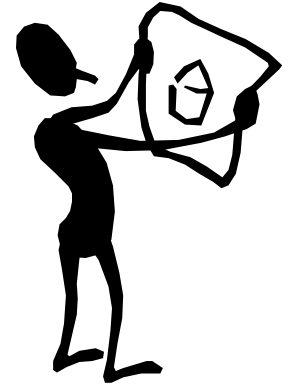
- **TIME!**

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PUBLIC EDUCATION CAMPAIGNS: What do they require?



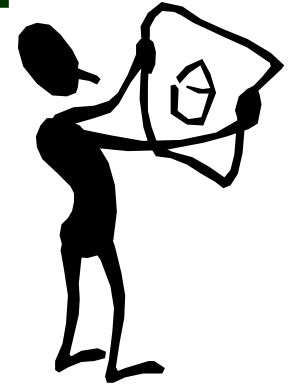
- **Planning**
 - Goals & Expectations
 - Benchmarks for Evaluation
 - Campaign Components
 - Schedule for print/radio ads, community events, press conferences & releases, and other public promotions
 - Evaluation
 - Tools, costs, results, actions

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PUBLIC EDUCATION CAMPAIGNS: What do they require?



- Expertise

- On marketing & media/press
- On renewable energy education (and marketing)
- On available resources & providers
- Include the right people in the region: Network of People/Organizations



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REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- Mid-Atlantic
- Northeast
- Pacific Northwest
- California
- Texas
- Southeast

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REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- Mid-Atlantic
 - Mid Atlantic Renewable Energy Coalition (MAREC)
 - Recent State Support
 - DOE Awards \$1.3 Million for Mid-Atlantic Green Projects
 - funding supports continued efforts in educating the Mid-Atlantic region on the value and need for sustainable energy through innovative programs on clean energy choices

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REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- **Northeast**

Green-e Rhode Island Public Education Campaign



- Collaboration between Green-e, the Rhode Island Renewable Energy Collaborative, state providers, Xenergy, and Rhode Island non-profit organizations
- Direct mail and educational materials covering Rhode Island renewable energy options and on-site generation information & website
 - Save The Bay joint direct mail effort
- Press conference and media strategy
- Rhode Island Renewable Energy Pledge
- Educational presentations at consumer events, public and industry gatherings

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OTHER RECENT EFFORTS...



- Regional Procurement Workshops
 - Wisconsin & Philadelphia
- Plans for emerging markets
 - New York & Ohio
- Green-Up

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WHAT *ELSE* is BEING DONE?

GREEN “CHECK-OFF” PROGRAMS



- **Green-Up**
 - Rolled out in September 2003 for 1.2 million customers in Massachusetts
 - Coming soon to 400,000 Rhode Island residents in January, 2004
 - 6 renewable energy options for consumers (5 Green-e certified)

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WHAT is BEING DONE? GreenUP



You can **GreenUP** today!

For more information, or to enroll, contact the **GreenUP** Companies with the numbers and websites on reverse side. To enroll now, use the attached tear-off postcard.

Massachusetts Electric
A National Grid Company

To mail, please tear off the postcard and keep upper portion for your records.

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 8412 BOSTON, MA

POSTAGE WILL BE PAID BY ADDRESSEE

NATIONAL GRID
PO BOX 859066
BRAINTREE MA 02185-9946

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

GreenUP Options

COMPANY & CONTACT	PRODUCTS	BIOGASS	SOLAR	WIND	SMALL HYDRO	PRICE FOR ALL USAGE
CET & Conservation Services Group, Inc. 1-800-689-7957 www.GreenerWattsNewEngland.com	● GreenerWatts New England	New 14%	New 1%	10%	75%	1.9¢/kWh
Community Energy 1-866-WIND-123 www.CommunityEnergy.biz	● NewWind Energy™-100% ● NewWind Energy™-50%	—	—	New 50% 50%	50%	2.4¢/kWh 1.2¢/kWh
Mass Energy Consumers Alliance 1-800-287-3950 www.massenergy.com	● 25% New, 100% Non-Profit	≥19%	0.5%	New 10.5%	≤70%	2.5¢/kWh
Sterling Planet 1-866-GO GREEN www.sterlingplanet.com	Sterling Premium™ ● Sterling Premium PLUS™	25% New 15%	—	10% 10%	65% 75%	1.2¢/kWh 2.2¢/kWh

● Product is Green-e certified. Information available at www.green-e.org or 1-888-63-GREEN. For full source disclosure labels, please visit www.masselectric.com/greenuptenry

*New denotes new renewable energy sources activated on or after 1/1/99.

To mail, please tear off the postcard and keep upper portion for your records.

SignMeUp

☐ Please enroll me as a new **GreenUP** customer.
I have checked off the company's offer that I want.

MY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

E-MAIL _____

BUSINESS NAME (IF APPLICABLE) _____

SIGNATURE _____

MASSACHUSETTS ELECTRIC ACCOUNT #

14-digit account number + 4 letters under account number



Please select ONE:

CET & Conservation Services Group, Inc.

☐ GreenerWatts New England

Community Energy

☐ NewWind Energy™-100%

☐ NewWind Energy™-50%

Mass Energy Consumers Alliance

☐ 25% New, 100% Non-Profit.

Sterling Planet

☐ Sterling Premium™

☐ Sterling Premium PLUS™

WHAT is BEING DONE?

Check-Off Programs

- Do they Work?
- Consumers are acting...
 - In first month of GreenUp,
 - Green-e toll-free number receives 800 calls
 - 25% more traffic on Green-e website

Consumers are seeking more information to make educated choices!

- Similar programs coming to Connecticut & New Jersey in 2004

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REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- Examples in California Market:
 - REMB (Renewable Energy Marketing Board) directed consumer awareness-building campaign in California



Make a Difference for Our Environment


1. Choose a Green-e
Certified Power Provider


2. Call the Provider's
Toll-Free Telephone Number


3. Switch
and Join

- Examples in California Market: REMB campaign in California

It's about the easiest thing you can do to help the environment.

Electricity generation is the single greatest source of air pollution in the United States contributing to smog, acid rain and global warming.

Dirty Power comes from:

- ☐ Nuclear
- ☐ Dirty Coal
- ☐ Oil
- ☐ Old Natural Gas
- ☐ Small Scale Hydroelectric

Turn On the Switch to Green Power

Choose renewable energy. Make your monthly electric bill work for the environment and create a healthy future.

Green power comes from sun, wind, steam, biomass and small scale hydroelectric sources that are clean, renewable and environmentally sensitive.

For more information on saving energy in your home or on renewable energy providers, call the California Energy Commission at 1-800-555-7794 or visit www.energy.ca.gov.



You Could Save
* Money, or Help
Invest in
New Green
Technologies

Choose one of the Green-e energy providers below and you'll be sure you're buying a safe, reliable and clean electricity product that is environment friendly.

Commonwealth Energy

Contact: 1-800-962-4655 or www.powersavers.com

Edison Source

Contact: 1-800-362-5157 or www.earthsource.com

GreenMountain.com

Contact: 1-888-246-6730 or www.greenmountain.com

Keystone

Contact: 1-877-937-4733 or www.earthchoice.com

Join those who've switched
to Green Power:

City of Santa Monica
Airtouch Cellular
Lucky Brand Dungarees
Patagonia
Toyota Motor Sales
Sony Music

For more information call 1-877-2GO-GREEN or visit www.gogreenpower.org

* The Green-e program is established by the non-profit Center for Resource Solutions to provide information and an objective standard for consumers to compare electricity products.

REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- **Examples in Pacific Northwest:**
 - Integrated outreach effort in Oregon to promote the Salmon Friendly renewable energy program. Joint effort by:
 - Green Mountain
 - For the Sake of the Salmon
 - Portland General Electric
 - Pacific Power
 - Widespread local & national media (newspaper, radio, TV, trade press coverage)



REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- Examples in Pacific Northwest:
 - Many other efforts by:



Renewable Northwest Project



WESTERN RESOURCE
ADVOCATES

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REGIONAL PUBLIC EDUCATION CAMPAIGNS: Pitfalls to Avoid

- Executing campaigns prematurely (before options are readily accessible to consumers)
- Indirect calls to action
 - Don't send consumers on circuitous paths
 - Lead them directly to providers or information on providers 💡
- Ineffective marketing materials



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REGIONAL PUBLIC EDUCATION CAMPAIGNS: What has been done?

- Other public events:
 - Midwest Renewable Energy Fair
 - Sol Fest
 - Texas Renewable Round-Up
 - Regional Earth Day Events
 - KRBE/Green Mountain Energy
Earth Day Festival in Texas

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WHAT CAN BE DONE?

- Filling Regional Gaps
- Policy Change
 - Rules in some areas may limit ability to compete/ serve customers effectively & profitably.
- National Demand-Building Campaigns
- Political Support & Emphasis
- MORE!!!!!!
 - Hit people over the head

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GROWING THE PIE



- Working together benefits all!
- Competitive marketers and utilities cooperating on regional campaigns grows the market as a whole.
 - Rather than competing over who gets a bigger piece of the pie, **THE PIE GROWS** and *everyone enjoys a larger piece*
 - Cooperative marketing efforts yield positive results for all

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Contact CRS

- To get more information on our domestic certification programs
- To join the Marketers' Marketers Group
- To receive monthly email updates on regional events, standards and developments

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Green-e website: www.green-e.org

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